To: MacWilliams, Lori, Noonan, R, Ridge, Robert, Burrows, Robert, Smith, Richard A., Jurgensen, Kurt T., Cote, Raymond A., Leonard, John M., Norris, Chuck H., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Pianowski, Robert J., Derose, Darren, Wallon, Laura J.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 11/7/97 9:32
Opened: 11/10/97 10:13
Subject: FWRD: FSC-159-B Additional PDI/Display #

forwarding the following - a copy will be sent to all RR's in next week's mailing.....

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: FSC-159-B Additional PDI/Display Suppor
Posted: 11/06/97 21:23
Priority: Normal Priority

[[FSC159B.DOC : 4171 in FSC159B.DOC]]

51845 7447

Source: https://www.industrydocuments.ucsf.edu/docs/ftmy0000

FSC-159-B	11/6/97
SUBJECT:	Additional PDI/Display Support Materials

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE		Sales Rep
X	ROM				Retail Rep

Objective: Communicate additional Multi-Brand and WINSTON support materials.

1) 2' x 2' Multi-Brand Pricer
2) 36" WINSTON "No Bull" Disc Pole Sign
3) WINSTON Box Styles 20-Pack Temporary Display

Purpose: Maintain big brand presence.

➡ **CAMEL 2' x 2' Multi-Brand Pricer: Item #535445 (1 per SKU)**

This new item is on open order status and is available for immediate shipment. See Attachment A for item description and illustration.

Program Contacts: David Cook, extension #6550
Myra Smith, extension #6118

➡ **WINSTON 36" No Bull Disc Pole Sign: Item #537212 (10 per SKU)**

This new item has been developed to assist you in maintaining big brand presence on WINSTON. It is multi-functional and can be placed both indoor and outdoor. Item is on open order status available for shipment on 11/10/97. See Attachments B and C for item description and illustration.

Program Contact: Floyd Cook, extension #3466

➡ **WINSTON Box 20-Pack Displays**

Based on Field Sales recommendations and the need to accelerate distribution levels on WINSTON Box styles, two new Pack Replica Design Box 20-Pack Displays have been developed to accommodate both 85MM and 100MM styles.

- WINSTON UL Box 20 Pack, Item #537953 (5 per SKU)
- WINSTON FF/Lt Box 20 Pack, Item #537950 (5 per SKU)

These two items are on open order status available for shipment on 12/8/97. See Attachment D for item description and illustration.

Program Contact: Floyd Cook, extension #3466

R. J. REYNOLDS TOBACCO COMPANY

51845 7448

Source: https://www.industrydocuments.ucsf.edu/docs/ftmy0000

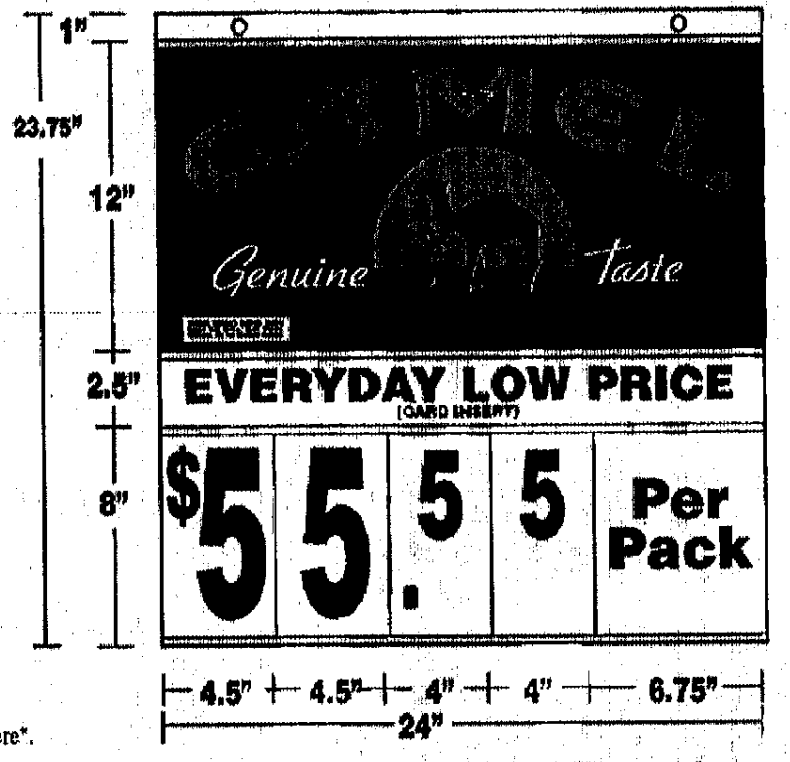
2'X2' MULTI-BRAND PRICER

Item #535445

OVERVIEW

The 2x2 Multi-Brand Pricer sign is a one sided pricer sign featuring spiral bound numbers for easy pricing, and multiple brand registration.

The pricer sign consists of 2 statement cards printed on both sides, "Everyday low price, Special Offer, Buy a pack today, Buy a carton Today", two brand insert cards printed on both sides featuring Camel, Winston, Salem and Doral and spiral bound pricing/message inserts. Inserts are printed on light weight styrene (printed both sides). The back of the sign has been direct printed to read "Thank you for shopping here".



1 Sided Extrusion
Front

HARDWARE

The sign has 2 pre-drilled holes allowing the pricer to be hung from the ceiling or attached to a glass surface. Hardware kit includes: 2 suction cups, 2 S-hooks with chain and ceilingclips, an instruction and quality control sheet.

PACKED

The sign is packed 1 per sku, with a sku consisting of the following:

- 1 Sign 24"x 24"
- 2 brand card inserts (printed 2 sides with 4 brands) 2 statement cards printed both sides with 4 different statements.
- spiral bound pricing numbers
- spiral bound message cards (per pack, per carton, plus tax, tax included, 2 pack special, 3 pack special, 4 pack special and 5 pack special).
- hardware kit

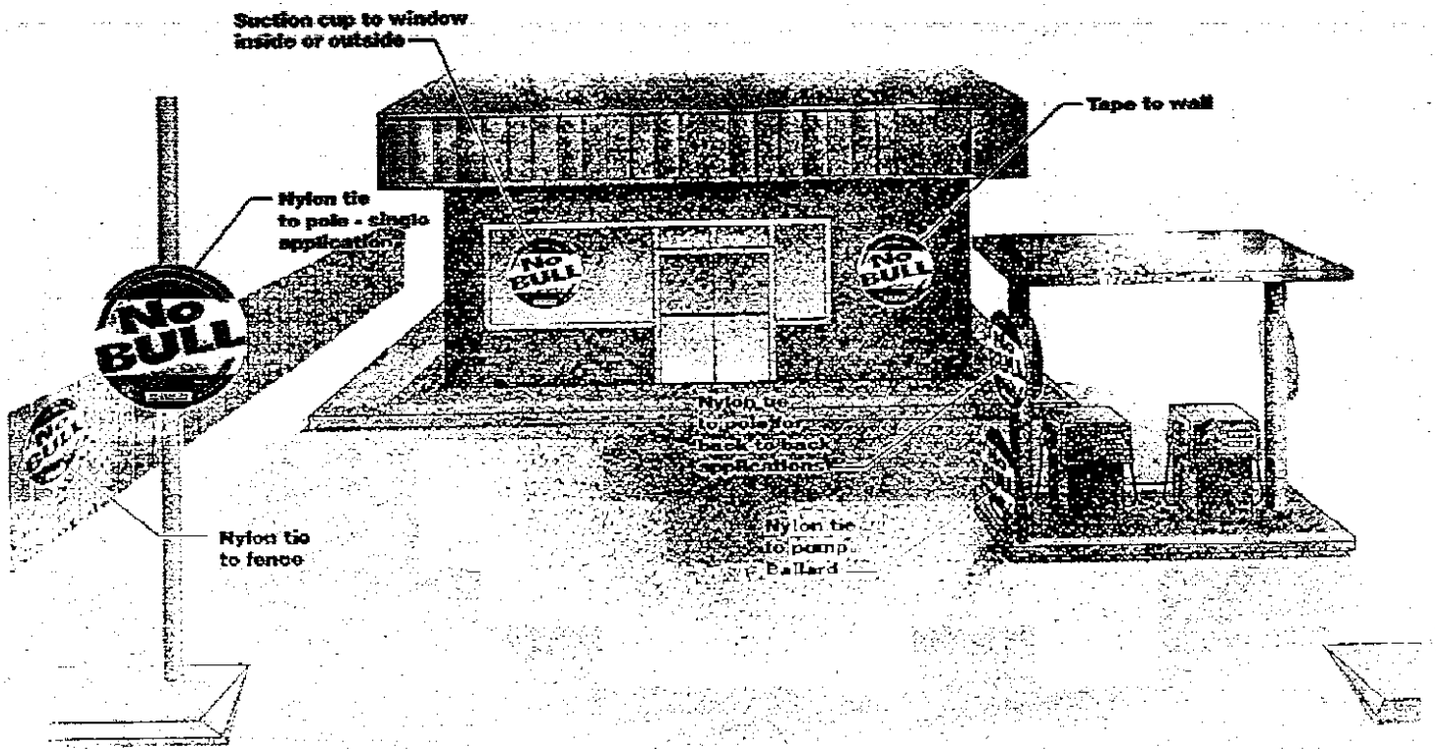
Back

8/26/97

51845 7449

Source: https://www.industrydocuments.ucsf.edu/docs/ftmy0000

Attachment B



WINSTON 36" No Bull Disc Pole Sign
Item Number #537212

51845 7450

Source: https://www.industrydocuments.ucsf.edu/docs/ftmy0000

WIN 36" NO BULL DISC POLE SIGN

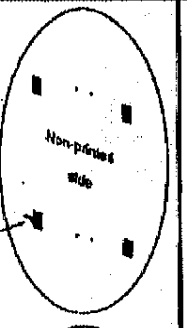
Item Number: 537212

R.J. Reynolds Tobacco Company

Corrx Sign	28" Nylon Ties (4)	1" x 2" Foam Tape (4)	1 1/2" x 3" Corrx Reinforcement Pads (2)	Suction Cups (Optional) (2)
				NOTE: Because the majority of signs will be mounted to non-glass surfaces, only 2 suction cups are included with each carton which contains 10 signs.

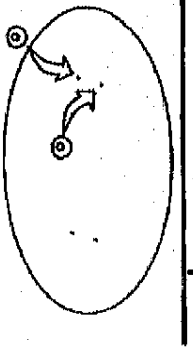
Surface Mounting

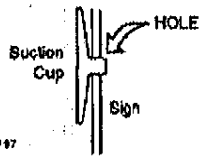
1. Place (4) pieces of 1" x 2" Foam Tape on non-printed side of sign in corners.
2. Peel backing off tape and mount to any flat surface.



Window Mounting

1. Insert/press (2) Suction Cups through holes on either printed or non-printed side and press against any clean glass or smooth surface.

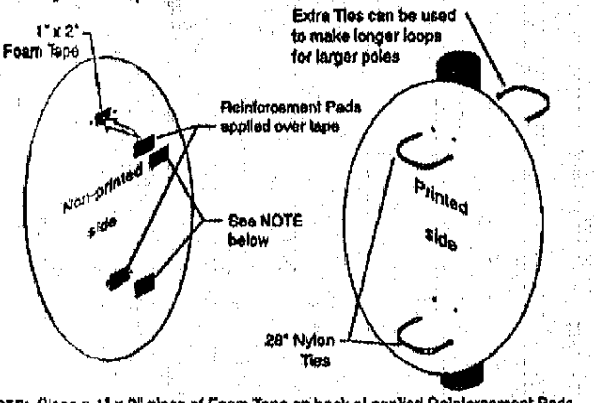




9/97

Pole Mounting

1. Place (2) pieces of 1" x 2" Foam Tape between holes at top and bottom of sign. Peel off backing.
2. Align and apply (2) Corrx Reinforcement Pads over (2) pieces of Foam Tape.
3. Attach Sign to pole using (2) 28" Nylon Ties. For large poles, connect two 28" Ties together to form one longer tie.
4. Two Signs can be positioned back to back.



NOTE: Place a 1" x 2" piece of Foam Tape on back of applied Reinforcement Pads to assist with temporarily holding sign on pole while attaching Nylon Ties

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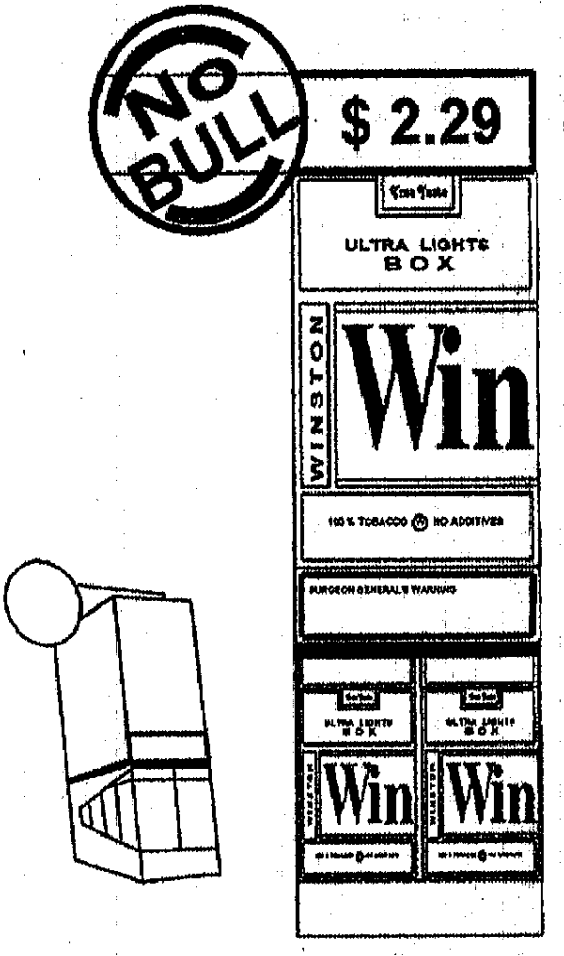
Source: https://www.industrydocuments.ucsf.edu/docs/ftmy0000

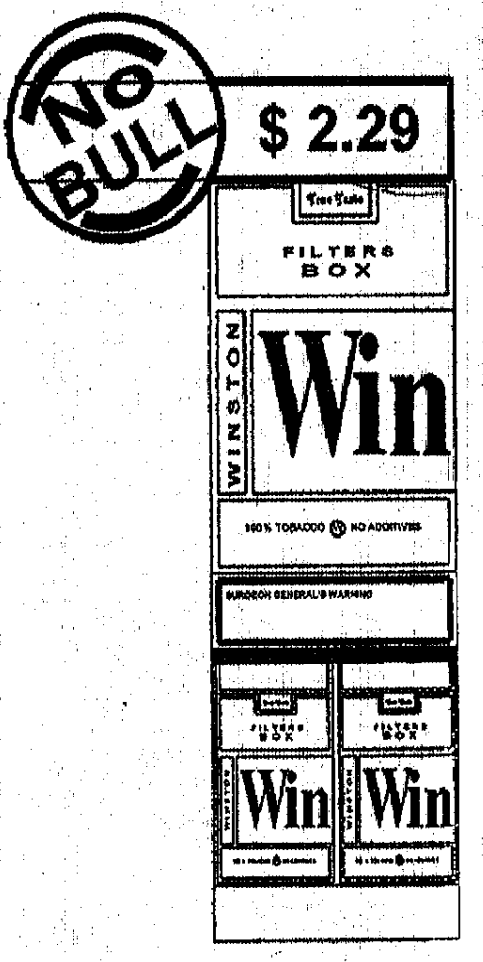
Attachment D

Winston 20 Pack Display

1. No BULL riser card is designed for changeable pricing.
2. Display capacity is 24 packs of 85 MM, or 100 MM.
3. Packs are gravity fed for easy access by consumers.
4. Display is knockdown for cost savings and easy handling.
5. Pack replica design will support product and package changes.
6. Display is compact in size for ease in placement.



Item #537953



Item #537950

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Source: https://www.industrydocuments.ucsf.edu/docs/ftmy0000